

# Wanderlass

**MEDIA KIT 2017**

A Travel Blog



# Bonjour

*My name is Lilliane, an avid traveler, photographer, and scuba diver from the Philippines.*

*Travel is my passion. And I'm lucky to be living my passion. The longest trip I've done was for 435 days. I went around the world visiting 25 countries. Today, I've been to 58 countries & territories on 6 continents..*

*This blog contains narratives of my adventures around the world, as well as tips on various topics related to travel and scuba diving.*

# Blog Statistics

## SOCIAL MEDIA FOLLOWERS

41,700+



32,750



6,350



2,650

## AVE. MONTHLY PAGE VIEWS

69,000+

## AVE. MONTHLY UNIQUE VISITS

44,000+

## READERS DEMOGRAPHICS

18-24

27.5%

25-34

33.5%

35-44

15.5%

45-54

12.5%

55-64

5.5%

65+

5.5%



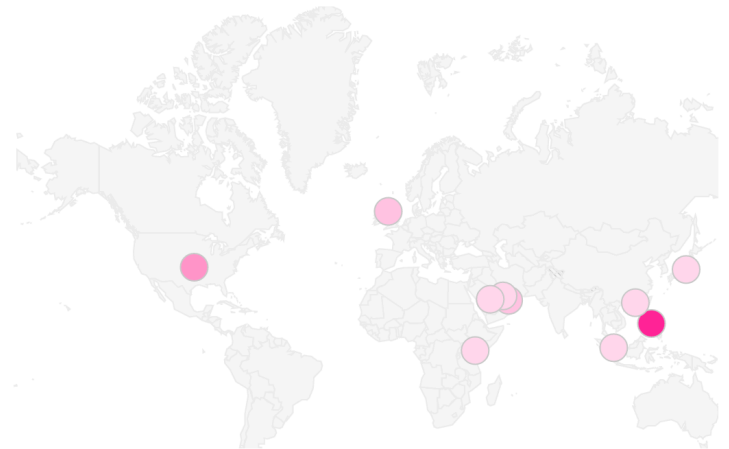
45.85%

FEMALE

54.15%

MALE

## GLOBAL READERS



# What I can offer

- **Targeted blog posts** focused on destination, attraction, activities, tour, or any product related to travel or scuba diving to reach a highly engaged readers.
- **Quality photos** and **videos** to compliment written materials.
- Carefully curated **Facebook, Instagram, Tweeter** posts with beautiful photos, links, and #hashtags to help your social media campaigns.
- Real time photos and video footages at **InstaStory** or **Facebook Live**.
- Coverage to other media outlets beside Wanderlass. I occasionally contribute to **travel and dive magazines**.

# Who I've worked with

## Hotels & Dive Centers

Sheraton Hotel Bali, Indonesia  
Royal Ambarrukmo, Indonesia  
Centara Grand Resort, Thailand  
Sunway Hotel Penang, Malaysia  
Disneyland Hotel, Hong Kong  
Kihaad Maldives  
Millennium Hotel, ASIA  
Peacock Garden, Bohol  
Acacia Dive Center, Anilao  
Aiyanar Dive Resort, Anilao

## Tourism Boards

Indonesia Tourism Board (Indonesia)  
Japan Chubu Region Tourism Office (Japan)  
Penang Global Tourism (Malaysia)  
Puerto Princesa Tourism (Philippines)  
Tourism Authority of Thailand (Thailand)

## Brands

R.O.X. Superstore  
Eagle Creek Bags  
Columbia Sports Wear

## Tour Agency

Face Adrenaline, South Africa  
Saga Tours, Iceland  
Victoria Clipper, USA  
Batanes Tours, Philippines

## Airline, Auto, Railway Marine Vessel

AirAsia  
Cebu Pacific Air  
Thai Airways  
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Japan Rail  
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M/V Maldives Princess  
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Mazda Philippines

# Case Study

**Took part in Indonesia  
Tourism Board's 2016  
#TripOfWonders Campaign**

**3 Blog posts  
16 Instagram Posts  
20,000 engagements**

# Wanderlass on Media

**Wanderlass Travel Blog** has been featured in magazines, newspapers, and on television as an inspiring Filipina Adventurer.

Wanderlass has also been included in many online listicles featuring women traveler, solo traveler, and online influencer.

**[RedBull Adventure Seekers: Asian Women Travelers on Instagram](#)**

**[HuffPost Travel: 10 Filipino Travelers to Follow on SnapChat](#)**

**[BuzzFeed: Top 25 Filipino Travel Bloggers](#)**

**[When in Manila: Top 10 Filipina Travel Bloggers](#)**

**[Rappler Lifestyle: Filipinas See the World](#)**

# Work with Me!



Check out website:

[www.wanderlass.com](http://www.wanderlass.com)

Email me:

[hello@wanderlass.com](mailto:hello@wanderlass.com)

Follow me Instagram & Twitter:

[@wanderlass](https://www.instagram.com/wanderlass)

Join me on Facebook:

[www.fb.me/wanderlass](https://www.fb.me/wanderlass)

An underwater photograph featuring a large, multi-colored (pink, white, and green) coral structure in the lower-left foreground. The background is filled with a dense network of dark, tangled mangrove roots and green leaves, with sunlight filtering through the water. The text "Thank You!" is written in a white, cursive font across the center-right of the image.

Thank You!